

August 26, 2019

Ms. Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th St SW
Washington, DC 20554

RE: KIOF 97.9 FM / Las Vegas Public Radio Feedback Message
July 30, 2019 - Notice of Proposed Rulemaking on Improving Low Power FM Radio Service
(MB Docket No. 19-193/MB Docket No. 17-105)

It's not everyday I get the opportunity to share stories with you, Chairman Pai or other FCC Commissioners on issues that directly effect services provided by the FCC to communities nationwide. Periodically, we get feedback here at KIOF 97.9 FM / Las Vegas Public Radio through our website, <https://www.lvpr.org> that is of great interest not only to us but to our whole community which I would like to share with you and other Commissioners which relates directly to the July 30, 2019 - Notice of Proposed Rulemaking on Improving Low Power FM Radio Service (MB Docket No. 19-193/MB Docket No. 17-105) at <https://docs.fcc.gov/public/attachments/FCC-19-74A1.pdf> in these very specific areas:

On Page 2 and 3 - Item #3, discussion was made regarding rule changes to address difficulties LPFM stations may experience when trying to maximize coverage of their target communities. For example, it seeks more options in equipment used to transmit and re-transmit LPFM signals, increased power, greater flexibility in relocating LPFM facilities, and additional methods for demonstrating interference protection to other stations ... February 2019 Notice of Proposed Rulemaking in the Comparative Standards proceeding.

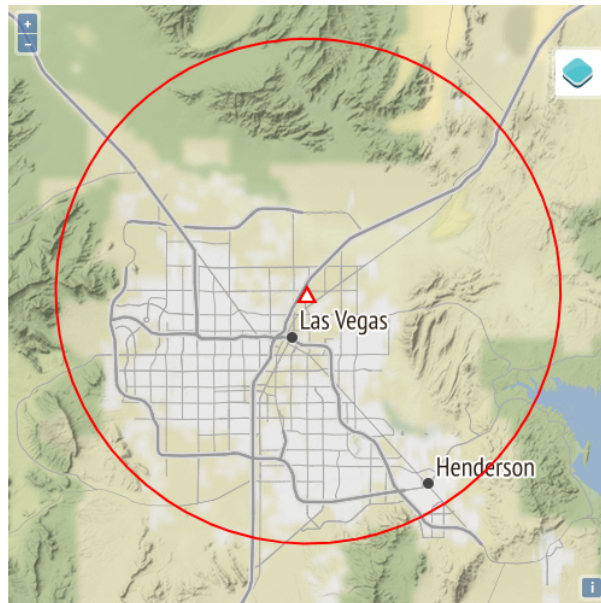
On Page 20 - Item #6, discussion was made regarding the Small Business Administration (SBA) ...LPFM stations are classified as radio broadcast stations. Business concerns included in this industry are those primarily engaged in broadcasting aural programs by radio to the public. The SBA defines a radio broadcast station as a small business if such station has no more than \$38.5 million in annual receipts.

On Page 20 and continued onto page 21 first paragraph - Item #7, discussion was made regarding the Small Business Administration (SBA) ...The same SBA definition of \$38.5 million in annual receipts applies to NCE FM stations. Radio stations that the Commission would consider commercial, as well as those it would consider NCE stations, are included in this industry.

On Page 21 - Item #8, discussion was made regarding ...An additional element of the definition of "small business" is that the entity not be dominant in its field of operation. We are unable at this time to define or quantify the criteria that would establish whether a specific radio station is dominant in its field of operation. Accordingly, the estimate of small businesses to which the proposed rules may apply does not exclude any radio station from the definition of a small business on this basis and therefore may be over-inclusive to that extent. Also, as noted, an additional element of the definition of "small business" is that the entity must be independently owned and operated. We note that it is difficult at times to assess these criteria in the context of media entities, and our estimates of small businesses to which they apply may be over-inclusive to this extent.

Here at KIOF 97.9 FM / Las Vegas Public Radio, feedback came into our radio station on Thursday, August 22, 2019 from a producer who is trying to arrange a “Live” interview with Carolos Santana (known hits: Black Magic Woman, Evil Ways, Oye Como Va, etc.) to be aired on KIOF 97.9 FM / Las Vegas Public Radio. Now, we’re talking about the one and only Carlos Santana appearing “Live” on an LPFM which a good majority of our community would want to tune in and listen to “clearly” and exclusively on KIOF 97.9 FM / Las Vegas Public Radio which will bring in 1000’s of listeners specifically for this interview but with being held hostage to the very low power of 100 watts, we’re afraid only a very small part of the community will hear this interview with any sort of clarity..

Here’s what a good coverage map for such an interview with Carlos Santana should look like so the whole community can hear the interview (as well as music) “clearly”:



As we all know, anti-competitive business discussion was seen directly around the LPFM service by the Small Business Administration (SBA) discussion included in the July 30, 2019 - Notice of Proposed Rulemaking on Improving Low Power FM Radio Service (MB Docket No. 19-193/MB Docket No. 17-105). We need further operational power capability by the FCC to better serve the greater Las Vegas, Nevada community effectively. This is directly impacting any and all business growth for KIOF 97.9 FM / Las Vegas Public Radio with it’s own path to \$38.5 million in annual receipts based on SBA discussions.

With the Most Respect and Honor,

--

Gregory P. LaPorta
President/CEO
KIOF 97.9 FM
Las Vegas Public Radio Inc.
<http://www.lvpr.org>
Main: (702) 425-4088
Studio B: (702) 425-4089
Mobile: (702) 601-6706
Email: greg@lvpr.org